



# Chicago Section IFT the First Section



## April 8 Dinner Meeting Speaker: George M. Carrera, Jr.



**George M. Carrera, Jr.** is a registered patent agent at Amin Talati. With over 12 years of experience in patent law both in-house pharma and at medium to large private firms, Mr. Carrera's practice is primarily focused on intellectual property in the chemical and pharmaceutical arts.

Currently, Mr. Carrera is actively involved in the preparation and prosecution of U.S. and foreign patent applications in the chemical, pharmaceutical, nutritional, food science and allied arts.

Mr. Carrera advises biotechnology, food, drug, medical device, nutritional and dietary supplement companies regarding patentability. He assists clients to develop and maintain patent rights through the management and maintenance of patent portfolios. Mr. Carrera also has experience assisting chemical and pharmaceutical clients in areas of import compliance, including advising on tariff classifications.

Mr. Carrera's technical background includes more than 15 years of research experience in pharmaceuticals, agrochemicals and polymers. Mr. Carrera's core area of expertise is in organic chemistry, including proficiency in synthetic organic methodology. He has authored or co-authored numerous scientific articles in the synthetic organic and medicinal fields and is a co-inventor on seven U.S. patents.

George & Heather Carrera have three sons, George III, who is married and employed in sales and consulting, Jesse, who is pursuing marketing & music performance and Jack, a freshman at the University of Illinois Urbana-Champaign.

### **Education**

B.S., Chemistry, The University of Chicago

### **Bar Admissions**

United States Patent and Trademark Office

### **Professional Memberships**

American Chemical Society



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## Discovering Hidden IP Assets: Cost-Effective Ways to Identify and Develop Untapped Intellectual Property in Your Company

This presentation will summarize effective methods to develop IP, with a goal of monetizing your total assets portfolio.

Intellectual property assets have come into the spotlight with the passage of the America Invents Act, a new U.S. Patent law signed by the President in September 2011. In light of the “first-inventor-to-file” and other provisions, business owners now more than ever need to take a “boots on the ground” approach in order to secure an IP position in the marketplace.

Please join us for a presentation that will provide:

- Patent requirements for nutrition, dietary supplements, and functional foods.
- Patent strategies and costs.
- Answers: You've scoured your IP ideas, but you don't have anything?

For business, the outlook for the 21<sup>st</sup> century is a new beginning. The current marketplace in dietary supplements and functional foods is lucrative, yet competitive. Entrepreneurs intent upon adapting during economic downturns yet maintaining proper investment ratios need to consider developing their own patent portfolio.